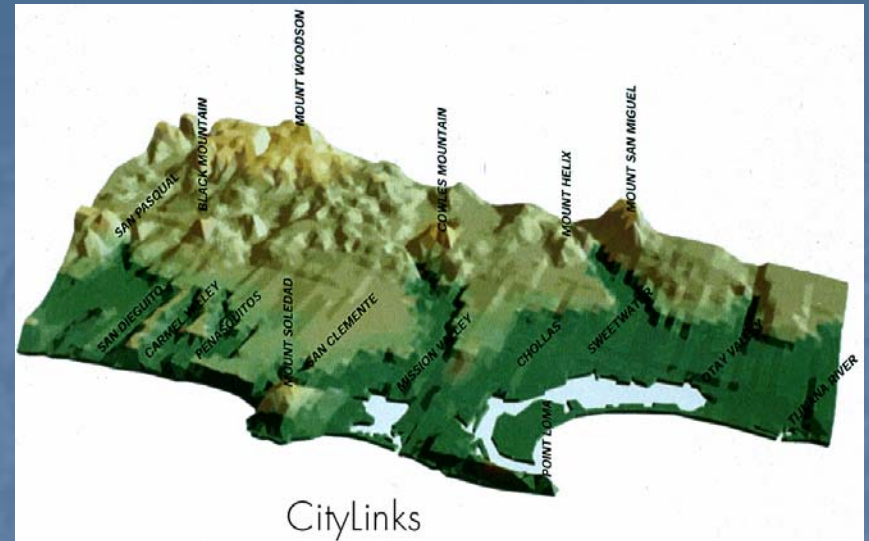


# Urban Design

- Respect San Diego's natural base
- Preserve distinctive neighborhoods
- Design walkable, transit-oriented community centers
- Public places and civic architecture



# Urban Design – Residential

- Provide linkages within and among neighborhoods
- Create interesting street frontages
- Design for positive, compatible neighborhood character
- Provide useable open spaces





# Urban Design – Public Art

Use public art and cultural amenities to:

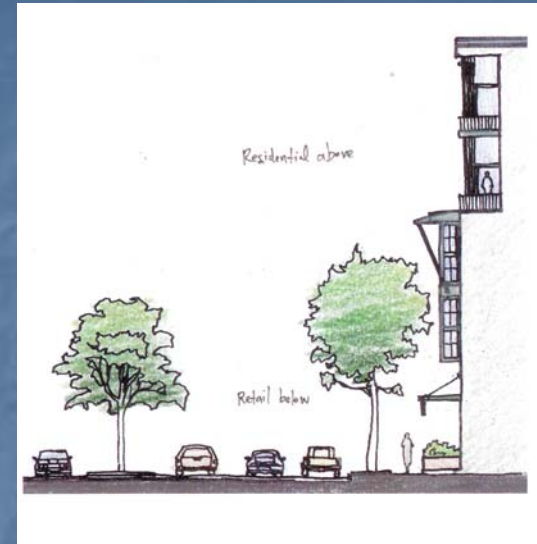
- Strengthen a sense of place
- Enhance public infrastructure projects
- Create vibrant public spaces
- Improve the quality of new development



# Urban Design - CPTED

## Crime Prevention Through Environmental Design

- Design for “eyes on the street”
- Define clear boundaries between public and private areas
- Control access as needed
- Support proper maintenance of properties





# Economic Prosperity Element

- The Economic Prosperity Element is a comprehensive approach to economic development
- Combines land use planning and economic development strategies
- Incorporates existing General Plan elements:
  - Industrial Element
  - Commercial Element
  - Redevelopment Element



# Economic Prosperity Element

Strengthen middle-income base-sector employment by:

- Creating new land use designations to protect manufacturing uses
- Providing business incentives to middle-income businesses
- Creating career ladders in low wage industries



# Economic Prosperity Element

Maximize the City's comparative advantage with regard to its proximity to Mexico by:

- Retaining land for trade related industries
- Facilitating efficient movement of goods and people





# Economic Prosperity Element

Encourage economic opportunities by:

- Promoting small business expansion
- Providing access to education and job training
- Promoting full-time jobs with benefits





# Public Facilities, Services and Safety

- Updated public facility and service guidelines and standards
  - Fire-Rescue, Police, Libraries, Schools, Disaster Preparedness
- Includes Seismic Safety
  - Previously separate Element
- New Information Infrastructure policies
  - Enhance economic viability, governmental efficiency, and equitable universal access



# Public Facilities, Services and Safety

- Joint-use emphasis
  - Parks, schools, libraries, community centers, fire-rescue, police
- City-wide and community facility prioritization
  - Criteria consistent with Strategic Framework/Land Use Element
  - Includes public prioritization preferences





# Public Facilities, Services and Safety

- Financing strategy
  - Address current and future public facility needs
  - Estimated \$2.5 billion shortfall (2002 dollars)
  - Staff, consultant, and citizen committee effort
  - Prepared findings and recommended financing options
- State/local government fiscal reform
  - Efficient use of shared resources
  - User fee and taxation measures
    - New Residential Refuse Collection Fee
    - Increase Property Transfer Tax

**CITY OF SAN DIEGO  
FACILITIES FINANCING STUDY**

Prepared for  
the Strategic Framework  
Citizen Committee  
Finance Subcommittee



August 28, 2002

Kelling, Northcross & Nobriga

# Comparison California Cities

City	Utility Tax	Trash Fee	Water/ Sewer Right of Way Fee
Los Angeles	YES	YES	YES
San Diego	NO	NO	NO
San Jose	YES	YES	YES
Long Beach	YES	YES	YES
Santa Ana	YES	YES	YES
Sacramento	YES	YES	YES
Oakland	YES	YES	YES



# Public Facilities, Services and Safety

- Development strategy
  - Guidelines for the timely and adequate provision of public facilities and infrastructure
  - Policies emphasizing more analysis of proposed projects
- Projects requiring a Community Plan Amendment subject to additional exaction
  - Public Facilities Financing Plans (PFFP) that guide the provision of public facilities
    - Consistent with Community Plans
    - Updated regularly and as Community Plans are amended or updated

# Recreation Element

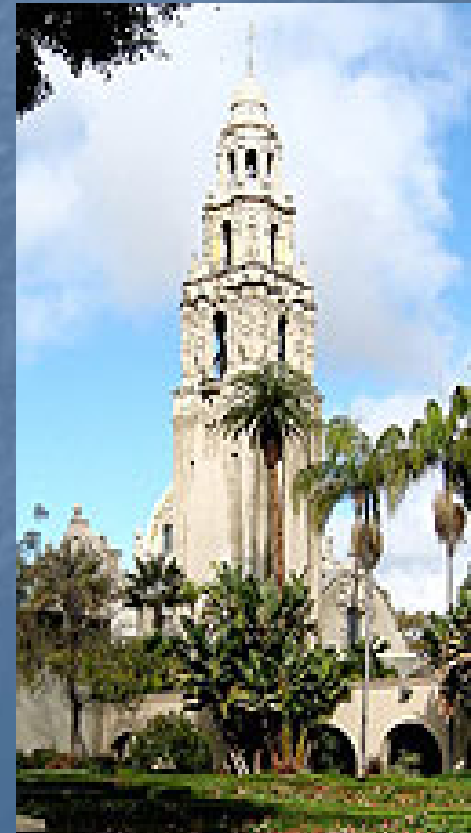
- Diversity
  - A wide range of passive & active recreational opportunities
  - A system integrated with the communities
- Joint Use
  - Efficient use of land by sharing resources for recreation
  - Public facilities & infrastructure used for recreation activities & programs





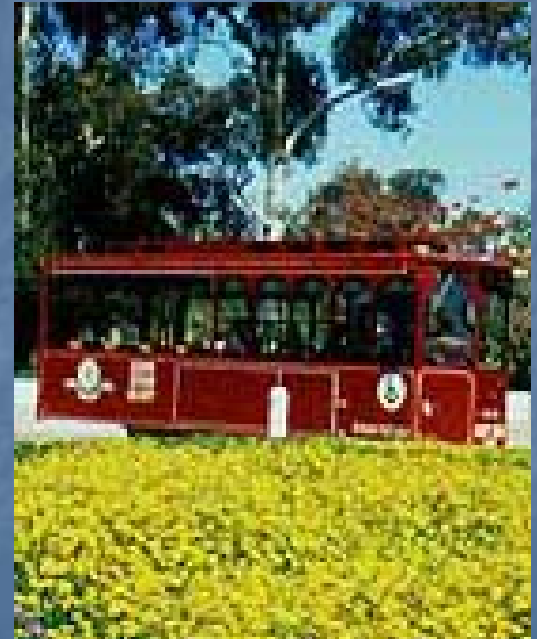
# Recreation Element

- Preservation
  - Preserve & enhance
  - Manage, preserve, & enrich natural & cultural resources
- Open Space and Resource-Based Parks
  - Open space system that preserves, enhances, and protects
  - A greenway system linking neighborhoods, parks, and open spaces



# Recreation Element

- Accessibility
  - Facilities designed to meet needs of a diverse population
  - Safe & timely access
  - Linkages, opportunity, & availability
    - Provide safe and direct linkages
    - Employ universal design
    - Balance programmed and non-programmed



# Recreation Element

- Guidelines & Standards
  - Guidelines & Standards mostly unchanged
    - Updated joint use guidelines
    - Added enhancements for population-based needs
  - Citywide equivalent levels of service
  - Flexibility in meeting community needs
  - Alternative methods key policies
  - Improve distribution of specialized facilities



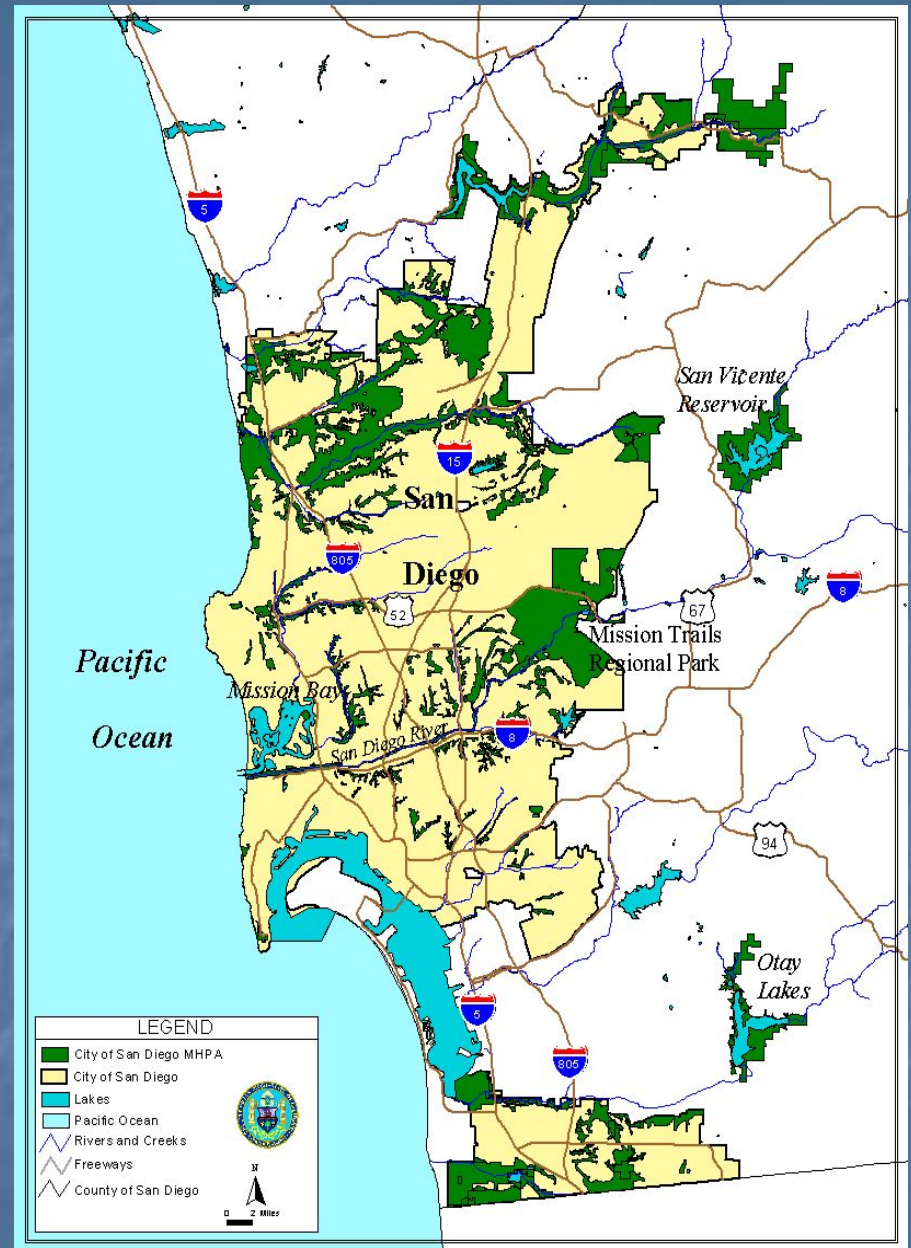


# Conservation

- Open Space and Landforms
  - Acquire open space lands
  - Protect and conserve landforms



- Biological Diversity
  - Implement MSCP
- Wetlands
  - Protect and restore
  - No net loss







- **Water Supply and Quality**
  - Increase use of alternative water sources
  - Maximize conservation
  - Protect drinking water resources
  - Emphasize watershed management
  - Require storm water pollution prevention measure through planning and development practices



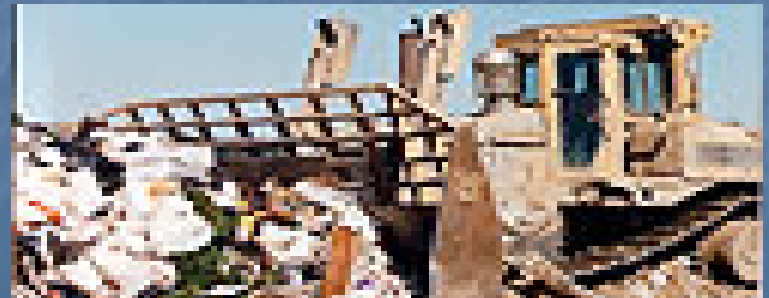
# Conservation – Air Quality and Energy Independence

- Continue to improve regional air quality
- Reduce greenhouse gas emissions
- Improve energy conservation
- Support renewable energy
- Encourage small, energy efficient power generation



# Conservation – Waste Management

- Reduce, reuse recycle
- Provide a mixed construction and demolition recycling facility
- Expand the economic base for recycling



# Sustainable Development and Urban Forestry

- Reuse building materials, or use rapidly renewable sources
- Provide recycling space in developments
- Encourage sustainable design and landscaping
- Develop an urban heat island policy
- Develop and protect an urban forest





# Conservation – Historic and Cultural Resources

- Strengthen historic preservation planning
- Promote the maintenance, restoration, and rehabilitation of historic properties
- Foster greater public participation



# Noise

- Establishes pattern of land uses and noise abatement procedures
- Minimize exposure of community and residents to excessive noise especially important in
  - Commercial infill
  - Transit-oriented development
- Revised noise compatibility matrix
  - Expanded to show conditionally compatible levels

# CEQA

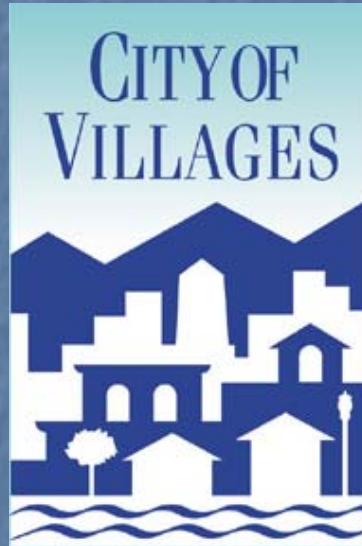
- Environmental Review for General Plan Update
  - Current discussion draft under initial studies review by DSD/EAS for CEQA determination
  - Determined CEQA document available by June, 2005 with revised draft Elements
- Master Environmental Assessment (MEA) Report
  - An informational report containing baseline data (existing conditions) upon which future regional/subregional, comprehensive analysis would be based
  - Considered concurrently with General Plan Update



# General Plan Update Timeline

- April 2005 - General Plan Discussion Draft
- July 8, 2005 – First complete Draft General Plan available
- July 14, 2005 –Planning Commission Workshop
- September 2005 – PC Hearing
- November 2005 - City Council Hearing

To review the Draft General Plan Update visit:  
<http://www.sandiego.gov/planning/gpupdate.shtml>



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